From the Land of Kansas
Trademark Membership Guidelines

From the Land of Kansas is a trademark program designed to promote and celebrate agricultural experiences and products grown, raised or produced in Kansas. The *From the Land of Kansas* brand makes it easier for people to find and support Kansas-made products and Kansas-based businesses. The program offers an array of incentives to Kansas companies – big and small – who grow, raise, serve or produce products in the state. All Kansans can apply for membership in the program provided 100 percent of their item's ingredients or processes are Kansas-based. The program offers membership in the following categories:

Grower/Producer:

- 100 percent of the product is grown/produced in Kansas

Value-Added Agriculture (non-food products):

- 100 percent of product's raw materials are acquired from Kansas
- 100 percent of the product's processing, manufacturing or craftsmanship is done in Kansas

Restaurant:

- Restaurant is Kansas owned or restaurant serves one or more primary Kansas food ingredients (note: franchises that are Kansas based will be allowed in the trademark, others will not)
- Restaurant identifies which food products are from Kansas/locally grown

Manufacturer/Processor (food and non-food products):

- 100 percent of the product's processing or manufacturing is done in Kansas

Agritourism:

- Business must be a registered agritourism operation with the Kansas Department of Wildlife, Parks and Tourism
- A majority of marketing, management and purchasing decisions are done in the state of Kansas
- Business provides an agriculture-based experience

** All products and businesses must be in good standing and meet standards set forth by local, state and national regulating authorities.*

Partners of *From the Land of Kansas* do not register or pay fees. Partners will be invited to key trademark events (i.e. the annual meeting, the state trademark tradeshow, etc.), be identified on the trademark website and will be provided promotional materials for Kansas products and services upon request. These partners include:

- **Farmers Markets:** Farmers markets across the state who register with our program will be given *From the Land of Kansas* promotional supplies and networking opportunities with agribusinesses and consumers.

- **Retailers:** Retailers we recognize as partners must have three or more Kansas products in their store. In-store Kansas promotional displays will be provided upon request.

From the Land of Kansas
Trademark Program Application

A business or product may be accepted into the *From the Land of Kansas* trademark program in one or more categories, as detailed in the guidelines. The annual fee for the From the Land of Kansas Trademark Program is due Jan. 1, each year. Please complete this application in its entirety; only complete, typed applications will be accepted. Incomplete applications will not be reviewed.

Business Name: _____

Owner(s): _____

Owner(s) Street Address (city, state, zip) _____

Owner(s) Mailing Address _____

Owner's Telephone: ( ) - Ext. Fax: ( ) - _____

Owner's E-mail Address: _____ _____

Marketing Contact (if different from owner): _____

Street Address: _____

Mailing Address: *(will show on website)* _____

Telephone: ( ) - Ext. _____ Fax: ( ) - _____

Toll Free Number: ( ) - _____ County: _____

E-mail Address: _____ Website: _____

Number of Employees: _____

Is this business registered with the Kansas Secretary of State's Office? ☐ Yes ☐ No

How is your business classified for federal income tax purposes? ☐ Non-Profit ☐ For-Profit

What year was your business established? _____

Average sales per year: _____

How did you learn about this program? _____

Does your business do retail sales? ☐ Yes ☐ No Does your business wholesale? ☐ Yes ☐ No

Indicate the category of membership (see Guidelines for specifications). If applying in multiple categories, please complete the application for each category selected.

☐ Agritourism ☐ Value-Added Agriculture ☐ Restaurants

☐ Grower/Producer ☐ Manufacturer/Processor

Approved by Program Manager: _____

Is your facility required to be licensed and inspected? ☐ Yes ☐ No If yes, provide license number _____

Is this business your primary source of income? ☐ Yes ☐ No

Would you like your business listed in an online directory? ☐ Yes ☐ No

Select which level of membership you would like (see charts on pg. 4 for benefits of each level):

Level 1: ☐ Level 2: ☐ Level 3: ☐ Level 4: ☐ Level 5: ☐

Special charter member (enrolled in 2013) guarantee: *Member fees will not change for the first three years for chartered members.*

Becky Sullivan
State Trademark Program Coordinator
Becky.sullivan@kda.ks.gov
Work: 785-296-6080
www.fromthelandofkansas.com

Approved by Program Manager: _____

Member Benefits

	Level 1: Free	Level 2: $100	Level 3: $500	Level 4: $1,000	Level 5: $2,000
Member contact information listed on website	X	X	X	X	X
Weekly email about business development opportunities	X	X	X	X	X
# of product categories featured on website	1	3	6	No Limit	No Limit
Company website link featured on trademark program website		X	X	X	X
Access to and permitted usage of the From the Land of Kansas Logo		X	X	X	X
Graphic design for re-labeling & promotions with new trademark logo *(Only the first 20 companies to register will receive this benefit)*		X	X	X	X
Exhibit space at the From the Land of Kansas state tradeshow		At full Price	25% Discount	50% Discount	75% Discount & Prime location
Included in the From the Land of Kansas tent at the KS Sampler Festival *(Participants still pay normal festival fee)*		X	X	X	X
Featured in trademark social media & earned media promotions *(i.e.; press releases, Facebook, Twitter, Pinterest)*			X	X	X
Included in Kansas Pavilions at international food shows *(Participants still pay normal show fees)*				X	X
Video feature of your company on trademark website					X
Featured in trademark paid promotions					X
Featured in new brochure and other printed promotions *(i.e. local food brochure to restaurants, recipe cards, etc.)*					X
Invited to take part in meeting with international buyers Kansas hosts					X
Featured in mobile& online technologies as developed					X
Access to one free product labeling test through K-State *($150 value for Kansas companies, $900 commercial value)*					X
Access to one free shelf life test from K-State *(Commercial value of test: $5,000)*					X

Manufacturer/Processor Category

Does your business do institutional sales, such as hospitals, restaurants? ☐ Yes ☐No

Have shelf life and nutritional analysis studies been conducted for your product(s)? ☐Yes ☐ No

Are you interested in marketing your product nationally or internationally? ☐ Yes ☐No

Please complete for each product produced; attach additional pages if necessary *(if you have more than three products than please just complete one general description of your companies goods and the processes taken to create them).*

From the Land of Kansas Product Description

Product #1

Product Line (i.e. condiments, bakery mixes, jellies):

Product Description:

What percent of raw materials used in this product is acquired from Kansas?

What percent of raw materials is grown or manufactured in Kansas?

What percent of the processing or manufacturing of this product is done in Kansas?

Is the packaging of this product done in Kansas? ☐ Yes ☐ No

Location?

Are the packaging materials for this product acquired in Kansas? ☐ Yes ☐ No

Location?

What percent of the product design and development occurs in Kansas?

What is your estimated production capacity (example: 100 gallons/day or 20,000 units/year)?

Product #2

Product Line (i.e. condiments, bakery mixes, jellies):

Product Description:

What percent of raw materials used in this product is acquired from Kansas?

What percent of raw materials is grown or manufactured in Kansas?

What percent of the processing or manufacturing of this product is done in Kansas?

Is the packaging of this product done in Kansas? ☐ Yes ☐ No

Location?

Are the packaging materials for this product acquired in Kansas? ☐ Yes ☐ No

Location?

What percent of the product design and development occurs in Kansas?

What is your estimated production capacity (example: 100 gallons/day or 20,000 units/year)?

From the Land of Kansas Website Information

Please fill out this form exactly as you want the information to appear on the website at: www.fromthelandofkansas.com

Online Categories

Please check the appropriate categories for the products you raise, produce and process or grow.

☐ Agricultural Machinery	☐ Meats	☐ Specialty Foods (confection items, etc.)
☐ Breads	☐ Non-Food Products	☐ Wine & Spirits
☐ Dairy	☐ Nursery/Plants	☐ Other
☐ Experience (Agritourism & Restaurants)	☐ Produce	

If you feel there is a category missing please note here:

Please provide a brief (150 words or less) description of your company, business or farm.

Website Information: A benefit of the *From the Land of Kansas* program is the opportunity to feature your company on www.fromthelandofkansas.com. This will provide another avenue of marketing for your product(s) and company.

Approved by Program Manager: _____

Policies and Requirements

1. **The *From the Land of Kansas* logo may only be used on, and in the marketing of, products approved and registered with the Agricultural Marketing Program of the Kansas Department of Agriculture.**
2. There is an annual fee based on your chosen membership level to be a member of the trademark program. Annual membership renewals are required and companies will be notified of the annual renewal registration process approximately 60 days prior to the due date.
    a. Checks should be payable to the Kansas Department of Agriculture.
3. Marketing materials are available to registered companies for a fee which represents the cost of the materials.
4. All information requested on the application must be accurately provided in order for this application to be processed. To the best extent possible, sales, salary and employee numbers are kept confidential (these may be subject to Kansas Open Records Act – KORA). These numbers may be used in aggregate figures, but a company will not be listed individually without written consent.
5. The right to use the *From the Land of Kansas* logo may be revoked at any time if abused, used on unapproved products, or if used in a manner unbecoming to the state.
6. Specifications for use of the logo provided on logo sheets must be followed.
7. Products must meet the following standards in order to be considered for the program:
    - Products meet requirements as set forth by the *From the Land of Kansas* program and membership guidelines.
    - All products and companies must be in good standing and meet standards set forth by the appropriate local, state and national regulatory authorities.
8. The application reviewing committee reserves the right to use its own discretion when approving or denying applicants the right to participate in the program.

I acknowledge and agree, pending approval, that the usage of the *From the Land of Kansas* trademark will be adhered to as required in this application. I further agree that the logo will only be used for the specific product(s) covered by this application and used according to the specifications on the provided logo sheets. The Kansas Department of Agriculture reserves the right to revoke this application if at any time the use for which it is granted is abused. I also note that this approval is for participating in a marketing program and does not indicate my product or label meets state or federal safety or labeling requirements. It is my responsibility to ensure the products and labels I sell meet all applicable laws.

Signature: _____ Title: _____

Date: _____

Trademark Program Coordinator Signature: _____ Date:_____

Return completed form and <u>your membership fee</u>, with checks made payable to:

Kansas Department of Agriculture
Trademark Program Coordinator
109 SW 9th Street 4th Floor, Topeka, Kansas 66612-1280
Phone: (785) 296-3737 ● Fax: (785) 296-8389

Approved by Program Manager: _____

Please send the following items depending on your chosen level:

Level 1: We will upload your company information on our website and add you to our *From the Land of Kansas* e-mail listserv for frequent marketing and business enhancement opportunity notifications.

Levels 2 through 5: Answer the following questions regarding participation this year:

Are you interested in participating in a summer *From the Land of Kansas* tradeshow in Topeka? (*This would be a two-day event, one day focusing on buyers and one on public marketing.)*

Are you interested in being in a *From the Land of Kansas* tent at the Kansas Sampler event this May 4th and 5th in Liberal, Kansas?

Levels 3 through 5: Answer the following questions regarding participation this year:

What events/products would you like to be featured in the *From the Land of Kansas* social media marketing this Jan 2013 through Jan 2014? List up to five product features or events you would like marketing through Facebook, Pinterest, Twitter or LinkedIn:

Levels 4 and 5: Answer the following questions regarding participation this year:

Please check which Kansas Pavilions you are interested in participating in this upcoming year:

Summer Fancy Food Show **Yes** ☐ **No** ☐
(June 30-July 2, 2013 in New York City, NY)

International Food Fair and National Restaurant Assoc. Shows **Yes** ☐ **No** ☐
(May 18 – 21, 2013 in Chicago, IL)

ANUGA World's Largest Food Show **Yes** ☐ **No** ☐
(October 5-9, 2013 in Cologne, Germany)

Winter Fancy Food Show **Yes** ☐ **No** ☐
(January 2014, San Francisco, CA)

Level 5: Please send us the following:

Preferred dates you would like to be featured with a video on paid promotions as well as the *From the Land of Kansas* website and social media:

Approved by Program Manager: _____

Please send us a physical product of yours if you would like to be featured in the photo for the front of the *From the Land of Kansas* general brochure.

Mail to:

Kansas Department of Agriculture
Attn: Becky Sullivan
109 SW 9th Street, 4th floor
Topeka, KS 66612-1280

Please e-mail becky.sullivan@kda.ks.gov a high-resolution JPEG or TIFF file of your company's logo if you would like to be featured on the back of the *From the Land of Kansas* T-Shirts and other printed items.

Are you interested in international markets?
If yes, which countries would you be interested to meet buyers from?

Are you interested in utilizing the free product label testing and/or shelf life testing from the Kansas State Food Science Institute?
If yes, when do you plan to use these free resources?

Any other needs or request for special paid promotions or target audiences you would like to communicate with:

Approved by Program Manager: _____